

Seat Belt Tracking Surveys: Utah 2002
SUMMARY OF TELEPHONE SURVEYS: NOVEMBER AND DECEMBER

MEDIA EXPOSURE

- Messages Encouraging Seat Belt Use
 - Heard **any** in past 30 days, unchanged: 79%-80%
 - **More** messages heard/seen in past 30 days, increases: 12%-24%
- Recall of Specific Slogans heard/seen in the Past 30 days, unchanged
 - Buckled or Busted: 24%-29%
- Seen/Heard Special Enforcement Efforts in Past 30 days
 - Seen any, increases: 17%-27%
 - TV as source of info: 34%-61%
 - Radio as source of info: 16%-25%
 - Observed: 26%-6%
- Seen/Heard Special Enforcement Efforts for Children, unchanged: 23%-28%
- Seen/Heard Messages Encouraging Child Car Seats/Belts, unchanged: 52%-53%

AWARENESS OF LAW

- Awareness of state seat belt law, unchanged: 90%-89%
- Awareness that seat belt law is primary, unchanged: 62%-59%

BELIEFS ABOUT ENFORCEMENT

- Being ticketed for seat belt offense is likely, unchanged: 46%-45%
- Disagree police won't bother to write tickets, unchanged: 35%-41%
- Police are writing more tickets for seat belts now, unchanged: 36%-43%

ATTITUDES TOWARD SEAT BELT USE

- Disagree they are as likely to harm, decreases: 77%-72%
- Agree want my seat belt on in an accident, unchanged: 98%-96%
- Disagree wearing a seat belt makes me worry, unchanged: 91%-90%
- Seat belt laws should be primary, unchanged: 69%-71%
- Enforcement of seat belt laws is important, unchanged: 87%-86%
- Stricter enforcement of adult seat belt laws important, unchanged: 92%-91%

REPORTED USE OF SEAT BELTS

- Wear seat belt all of the time in past month when driving, unchanged: 66%-71%
- Drove without seat belt in past month, unchanged: 34%-29%
- Seat belt use increased in past 30 days, unchanged: 7%-6%